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Section I: AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for conducting an auction at an auction server for an item offered for sale, said method comprising:

enabling a seller to designate ~~designating~~ a predetermined reserve price for said item;

enabling bidders to be connected to said auction server through an interconnection network;

receiving price bids from said bidders for said item during an auction period;

determining that none of said price bids is equal to or greater than said predetermined reserve price during said auction period;

determining that an extension of said auction period was authorized by a seller of said item if none of said price bids was equal to or greater than said predetermined reserve price; and

automatically extending said auction period if said extension of said auction period was authorized.

2. (Currently Amended) The method as set forth in claim 1 ~~wherein said auction is conducted at an auction server, said bidders being selectively enabled to be connected to said auction server through an interconnection network~~ and further including enabling said seller to input said predetermined reserve price through an input screen at a seller terminal.

3. (Original) The method as set forth in claim 2 wherein said interconnection network is an Internet interconnection network.

4. (Currently Amended) The method as set forth in claim 1 and further including:

enabling said seller to input ~~parameters regarding~~ <u>said predetermined reserve price prior to</u> said auction.

5. (Currently Amended) The method as set forth in claim 4 wherein said ~~parameters are~~ <u>predetermined reserve price is</u> input by said seller using a computer device.

6. (Currently Amended) The method as set forth in claim 4 wherein said ~~parameters are~~ <u>predetermined reserve price is</u> input by said seller using a wireless device.

7. (Currently Amended) The method as set forth in claim 4 ~~wherein said auction is conducted at an auction server, and~~ wherein at least one of said price bids ~~being~~ <u>is</u> input by a bidder using a computer device.

8. (Currently Amended) The method as set forth in claim 4 ~~wherein said auction is conducted at an auction server, and~~ wherein at least one of said price bids ~~being~~ <u>is</u> input by a bidder using a portable device.

9. (Currently Amended) The method as set forth in claim 4 ~~wherein said auction is conducted at an auction server, and~~ wherein at least one of said price bids ~~being~~ <u>is</u> input by a bidder using a wireless device.

10. (Currently Amended) The method as set forth in claim 4 ~~wherein said auction is conducted at an auction server, and~~ wherein at least one of said price bids ~~being~~ <u>is</u> input by a bidder using a wireless phone device.

11. (Original) The method as set forth in claim 1 and further including:

enabling said seller to designate a duration for said extension.

12. (Original) The method as set forth in claim 11 and further including:

enabling said seller to designate a number of extensions to be automatically executed so long as none of said price bids equaled or exceeded said predetermined reserve price.

13. (Original) The method as set forth in claim 1 and further including notifying said bidders of said extension.

14. (Currently Amended) A storage medium including machine readable coded indicia, said storage medium being selectively coupled to a reading device, said reading device being selectively coupled to processing circuitry within a computer system, said reading device being selectively operable to read said machine readable coded indicia and provide program signals representative thereof, said program signals being effective to enable an auction of an item offered for sale, said program signals being selectively operable for:

enabling ~~a designation of~~ <u>a seller of said item to input</u> a predetermined reserve price for said item;

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receiving price bids from bidders for said item during an auction period;

determining that none of said price bids is equal to or greater than said predetermined reserve price;

determining that an extension of said auction period was authorized by ~~a~~ said seller of said item if none of said price bids was equal to or greater than said predetermined reserve price; and

automatically extending said auction period if said extension of said auction period was authorized.

15. The medium as set forth in claim 14 ~~wherein said auction is conducted at an auction server, said bidders being selectively enabled to be connected to said auction server through an interconnection network~~ and further including enabling said <u>seller to input said predetermined reserve price from a user terminal separate from said auction server</u>.

16. (Original) The medium as set forth in claim 15 wherein said interconnection network is an Internet interconnection network.

17. (Currently Amended) The medium as set forth in claim 14 wherein said program signals are further effective for:

enabling said seller to input ~~parameters regarding~~ <u>said predetermined reserve price prior to</u> said auction.

18. (Currently Amended) The medium as set forth in claim 17 wherein said ~~parameters are~~ <u>predetermined reserve price is</u> input

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by said seller using a computer device.

19. (Currently Amended) The medium as set forth in claim 17 wherein said ~~parameters are~~ predetermined reserve price is input by said seller using a wireless device.

20. (Currently Amended) The medium as set forth in claim 17 ~~wherein said auction is conducted at an auction server, and~~ wherein at least one of said price bids ~~being~~ is input by a bidder using a computer device.

21. (Currently Amended) The medium as set forth in claim 17 ~~wherein said auction is conducted at an auction server, and~~ wherein at least one of said price bids ~~being~~ is input by a bidder using a portable device.

22. (Currently Amended) The medium as set forth in claim 17 ~~wherein said auction is conducted at an auction server, and~~ wherein at least one of said price bids ~~being~~ is input by a bidder using a wireless device.

23. (Currently Amended) The medium as set forth in claim 17 ~~wherein said auction is conducted at an auction server, and~~ wherein at least one of said price bids ~~being~~ is input by a bidder using a wireless phone device.

24. (Original) The medium as set forth in claim 14 wherein said program signals are further effective for:

enabling said seller to designate a duration for said extension.

25. (Original) The medium as set forth in claim 24 wherein said program signals are further effective for:

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enabling said seller to designate a number of extensions to be
automatically executed so long as none of said price bids equaled
or exceeded said predetermined reserve price.

26. (Currently Amended) A computer system comprising:

a system bus;

a CPU device connected to said system bus;

a memory device connected to said system bus; and

connection means arranged to connect said computer system to a
network, said computer system being arranged to conduct an
auction of an item offered for sale over said network, said
computer system further including input means by which said
seller is enabled to ~~designate~~ input a predetermined reserve
price for said item, and a predetermined number of extension
periods for said auction, said computer system being selectively
operable for receiving price bids from bidders for said item
during an auction period and upon determining that none of said
price bids is equal to or greater than said predetermined reserve
price, to automatically extend said auction period for up to said
predetermined number of extension periods so long as none of said
price bids is equal to or greater than said predetermined reserve
price ~~for a predetermined extended period of time~~.

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